



CASE STUDY

Just Fake it Bouquets

National | Est 2009
[WeddingFlowers/Sydney/JustFakeItBouquets/](https://www.weddingflowers.com.au/Sydney/JustFakeItBouquets/)

Just Fake it Bouquets provides premium quality imitation floral bouquets and arrangements to rival mother nature's own creations. Lee prides herself on offering exceptional customer service and packages for all budgets.

<p>55,200</p> <p>Annual listing views</p>	<p>15X</p> <p>Estimated 12-month Return on Investment</p>	<p>16%</p> <p>Storefront enquiry conversion rate</p>	<p>170+</p> <p>Reviews, 5-star rating</p>
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Getting Value From Easy Weddings

After pausing my Easy Weddings listing for a year and coming back online, the difference in enquiries was night and day. It's a key bridal hub, so it has all the vendors a couple will ever need - and more - in one place. It's like fishing in a barrel! You get out so much more than you put in. But it's not all about the platform - the platform is there for you to showcase your best work, but if you're not doing that, you can't expect the platform to help you succeed.

Client Summary

Just Fake It Bouquets has been listing with Easy Weddings for more than 10 years. In the early days, Lee paused her Easy Weddings listing for a year but noticed an immediate drop in enquiries. However, once she reinstated her listing, the leads came rolling back - and so had the relief as a new business owner. Now, 10 years later, Lee still attributes around 40% of her bookings to Easy Weddings. We're so pleased to be contributing to Lee's long-term success.

Benefits of Easy Weddings

- Exposure to couples in a key bridal hub
- Warm leads from my target market
- Trust and credibility of being aligned with Easy Weddings as a reputable brand
- Ability to receive and showcase more reviews

Testimonial

If you're a wedding industry supplier and you're not listed with Easy Weddings, you're missing out. Easy Weddings put us directly in front of our target audience and have proven to be more effective than any other bridal directory. Would definitely recommend.

Lee
Owner

Top Tips

- Do your thing and do it well, rather than what competitors may be doing or what's on-trend.
- Don't change your storefront too often. Give yourself time to test what's working.
- Maintain a level of stability with your storefront images and branding so couples can find you when they return.
- Get reviews. Ask your couples for them (especially the ones you've provided exceptional service to). And always keep them fresh.

CONNECT WITH MORE COUPLES, BOOK MORE WEDDINGS

See what Easy Weddings can do for your business by joining our network of industry leaders. Reach more couples today, by partnering with Australia's largest and most trusted wedding destination.

